

## ORDER



KLAS

Orders Order / Rev: **37127**  
 Alt Order #: 08858019  
 Product Desc: OBAMA/P/D  
 Estimate: 1687  
 Flight Dates: **09/04/12 - 09/17/12**  
 Original Date / Rev: 08/29/12 / 08/29/12  
 Order Type: GENERAL

Primary AE: Mike Jones  
 Sales Office: K-WAS  
 Sales Region: National

Agency Name: **GMMB**  
 Buying Contact:  
 Billing Contact:  
 1010 Wisconsin Ave NW  
 Washington, DC 20007

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

Advertiser Name: **Obama, Barack D-President**  
 Demographic: A35+  
 Product Codes: PO1  
 Priority: LV2  
 Revenue Codes: AGY, POL, CAND

New Business Thru:  
 Order Separation: 00:15:00  
 Advertiser External ID:  
 Agency External ID:

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/17/12	114	\$29,310.00	\$24,913.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	114	\$29,310.00	\$24,913.50	0.00
Totals	114	\$29,310.00	\$24,913.50	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$29,310.00
Market	100%	\$97,700.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$24,425.00
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$4,885.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	8	09/04/12	09/17/12	CBS This Morning 7-9a CM	7-9a		MTWTF--	:30	4	\$115.00	LV2	0.00	NM	8	\$920.00
CBS THS MRNG-2<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	MTWTF--			4			\$115.00		0.00			
Week:		09/11/12	09/17/12	MTWTF--			4			\$115.00		0.00			
2	8	09/08/12	09/15/12		CM	5-7a	-----S-	:30	1	\$50.00	LV2	0.00	NM	2	\$100.00

Order / Rev: 37127  
 Alt Order #: 08858019  
 Flight Dates: 09/04/12 - 09/17/12

Advertiser: Obama, Barack D-President  
 Product Desc: OBAMA/P/D  
 Estimate: 1687  
 KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				CBS Early Show - Sat. CBS Early Show - Sat.										
				CBS THS MRN:SA										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-				1	\$50.00		0.00			
		Week: 09/10/12	09/16/12	-----S-				1	\$50.00		0.00			
3	8	09/04/12	09/17/12	Live w/Kelly Live With Regis & Kelly	CM	9-10a MTWTF--	:30	5	\$175.00	LV2	0.00	NM	10	\$1,750.00
				LIVE WITH KELLY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--				5	\$175.00		0.00			
		Week: 09/11/12	09/17/12	MTWTF--				5	\$175.00		0.00			
4	8	09/04/12	09/17/12	Y&R Young & Restless	CM	11a-12p MTWTF--	:30	5	\$425.00	LV2	0.00	NM	10	\$4,250.00
				YOUNG&RESTLESS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--				5	\$425.00		0.00			
		Week: 09/11/12	09/17/12	MTWTF--				5	\$425.00		0.00			
5	8	09/04/12	09/17/12	8 News Now Noon M-F 8 News Now Noon M-F	CM	12-1230p MTWTF--	:30	5	\$175.00	LV2	0.00	NM	10	\$1,750.00
				8-NOW NOON										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--				5	\$175.00		0.00			
		Week: 09/11/12	09/17/12	MTWTF--				5	\$175.00		0.00			
6	8	09/04/12	09/17/12	1230-2p Soaps/ LMAD Soaps / Let's Make A Deal	CM	1230-2p MTWTF-- (12:30 PM-1:00 PM)	:30	5	\$300.00	LV2	0.00	NM	10	\$3,000.00
				BOLD&BEAUTIFUL<										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--				5	\$300.00		0.00			
		Week: 09/11/12	09/17/12	MTWTF--				5	\$300.00		0.00			
7	8	09/04/12	09/17/12	The Talk 2-3P The Talk	CM	2-3p MTWTF--	:30	5	\$275.00	LV2	0.00	NM	10	\$2,750.00
				TALK-CBS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--				5	\$275.00		0.00			
		Week: 09/11/12	09/17/12	MTWTF--				5	\$275.00		0.00			
8	8	09/04/12	09/17/12	Ellen Ellen	CM	3-4p MTWTF--	:30	5	\$250.00	LV2	0.00	NM	10	\$2,500.00
				ELLEN										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--				5	\$250.00		0.00			
		Week: 09/11/12	09/17/12	MTWTF--				5	\$250.00		0.00			
9	8	09/08/12	09/15/12	Politics Now S Sebelius Politics Now S Sebelius	CM	Various -----S- (5:30 PM-6:00 PM)	:30	1	\$175.00	LV2	0.00	NM	2	\$350.00
				AVG. ALL WKS/INSIDER WK										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-				1	\$175.00		0.00			
		Week: 09/10/12	09/16/12	-----S-				1	\$175.00		0.00			
10	8	09/09/12	09/16/12	Sun 530-6p Ins Ed Wknd Inside Edition Wknd	CM	530-6p -----S	:30	1	\$100.00	LV2	0.00	NM	2	\$200.00
				AVG. ALL WKS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S				1	\$100.00		0.00			
		Week: 09/10/12	09/16/12	-----S				1	\$100.00		0.00			
11	8	09/04/12	09/17/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p MTWTF-- (4:30 PM-5:00 PM)	:30	2	\$225.00	LV2	0.00	NM	4	\$900.00
				8-NOW 430PM<										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--				2	\$225.00		0.00			
		Week: 09/11/12	09/17/12	MTWTF--				2	\$225.00		0.00			
12	8	09/04/12	09/17/12	630-7p Inside Edition Inside Edition	CM	630-7p MTWTF--	:30	5	\$225.00	LV2	0.00	NM	10	\$2,250.00

